

## Message Text

UNCLASSIFIED

PAGE 01 STATE 072499  
ORIGIN EB-08

INFO OCT-01 EUR-12 ISO-00 USIA-15 COM-04 AID-05 /045 R

DRAFTED BY EB/OCA/CD:REDAY:JMN

APPROVED BY EB/OCA/CD:WERAU

USIA/IEU:RMCLAUGHLIN (DRAFT)

EUR/WE:KSMITH

EUR/RPE:RBRESLER

USDOC/BIC/OED:GBURKE

USDOC/BIC/OIM:KNICHOLS

-----021140Z 031961 /22

R 020359Z APR 77

FM SECSTATE WASHDC

TO AMEMBASSY LISBON

UNCLAS STATE 072499

E.O. 11652: N/A

TAGS: BEXP, AFSP, PO

SUBJECT: FY 77 COMMERCIAL ACTION PROGRAM

REF: (A) 76 LISBON A-300; (B) STATE A-1111, (C) LISBON  
1095; (D) LISBON 1548; (E) OPORTO A-4; (F) LISBON A-70

PASS TO PUBLIC AFFAIRS OFFICER

1. SUMMARY: INTERAGENCY GROUP MET ON MARCH 11 TO DISCUSS  
FY 77 COMMERCIAL ACTION PROGRAM (CAP) FOR PORTUGAL SUBMITTED  
IN LISBON A-300. REPRESENTATIVES OF COMMERCE, STATE AND  
USIA ATTENDED THIS FIRST MEETING OF WASHINGTON COMMERCIAL  
ACTION GROUP (WCAG) FOR PORTUGAL. OPORTO ADDENDUM TO CAP  
(OPORTO A-4) WAS RECEIVED SUBSEQUENT TO MEETING, BUT HAS  
BEEN CONSIDERED IN PREPARING THIS MESSAGE. THIS MESSAGE  
REPORTS WCAG REACTIONS TO THE CAP AND TO THE RESULTS TO  
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DATE OF THE CAP CAMPAIGNS. END SUMMARY.

2. WCAG TOOK NOTE OF THE OVERALL EXCELLENCE OF THE FY 77  
CAP AS A PROGRAM AND MANAGEMENT DOCUMENT AND COMPLIMENTS  
THOSE RESPONSIBLE FOR ITS PREPARATION. WASHINGTON AGENCIES  
LIKewise PLEASED WITH CONSULATE OPORTO'S COMMITMENT TO  
COMMERCIAL PROGRAM IN GENERAL AND TO THE CAP CAMPAIGNS IN

PARTICULAR. EB/OCA FOUND LISBON A-300 HELPFUL IN PREPARING STATE A-1111 OF MARCH 5 TO ALL DIPLOMATIC POSTS AND DREW ON SOME OF THE CAMPAIGN MATERIAL AS EXAMPLES FOR THE GUIDANCE OF POSTS WHICH WILL BE PREPARING CAP DOCUMENTS FOR THE FIRST TIME.

3. POSTS ARE CONGRATULATED ON SPECIAL SERIES OF ARTICLES ON PORTUGAL WHICH APPEARED IN FEBRUARY 28 ISSUE OF COMMERCE AMERICA. COMMERCIAL ATTACHE HAS PROBABLY RECEIVED SUPPLEMENTAL SUPPLY OF 25 COPIES BY POUCH, AS REQUESTED. REPRINTS HAVE ALSO BEEN ORDERED AND WILL BE FORWARDED TO COMMERCIAL ATTACHE AND OPORTO WHEN AVAILABLE. WCAG NOTES CLOSE TIE BETWEEN ARTICLES AND CAP CAMPAIGNS. ARTICLES HAVE ALREADY RESULTED IN NUMBER OF REQUESTS FROM U.S. FIRMS FOR SPECIFICS ON INDIVIDUAL PROJECTS. WCAG CONCERNED, HOWEVER, THAT SEVERAL MAJOR PROJECTS MENTIONED IN THE ARTICLES HAD NOT BEEN PREVIOUSLY REPORTED PER 10 FAM 164 AND STATE A-506 OF JANUARY 30, 1976. MAJOR EXPORT PROJECTS DIVISION (MEPD) OF COMMERCE IS CONTACTING EMBASSY BY SEPTTEL FOR FURTHER DATA ON SPECIFIC PROJECTS.

4. EMBASSY IS REQUESTED TO FORWARD COPY OF MAJOR PROJECTS STUDY BEING COMPLETED BY LISBON CONSULTING FIRM CETEL, AS SOON AS AVAILABLE, TO COMMERCE MARKED FOR ATTENTION OF BIC/MEPD.

5. EUR/WE REPRESENTATIVE REPORTED ON STATUS OF AID PROGRAM FOR PORTUGAL AND DISCUSSED THE POTENTIAL OPPORTUNITIES FOR UNCLASSIFIED

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U.S. EXPORTERS AND ENGINEERING FIRMS IN CONNECTION WITH THAT PROGRAM.

6. USIA REPRESENTATIVE STATED THAT USIS LISBON CONTINUES TO PROVIDE EXCELLENT SUPPORT TO EMBASSY COMMERCIAL PROMOTION EFFORTS BY PROVIDING SPECIAL EXHIBITS, EXHIBIT SPACE IN CULTURAL CENTER (E.G., CAMPAIGN 1), FILMS, VIDEO PRESENTATIONS, AND REFERENCE AND OTHER MATERIALS FOR USE WITH THE PORTUGUESE PRESS AND TRADE ORGANIZATIONS.

7. RE CAMPAIGN 3. POST IS COMMENDED FOR ITS ANALYSIS AND SUBSEQUENT UPDATES ON AMERICAN INVESTMENT PROBLEMS IN PORTUGAL, AS REPORTED IN LISBON 1095 AND SUBSEQUENT MESSAGES. EMBASSY'S A-70 ON THIS SUBJECT IS PARTICULARLY USEFUL.

8. WCAG WELCOMES DECISION TO MERGE LISBON AND OPORTO COMMERCIAL NEWSLETTERS AND LOOKS FORWARD TO RECEIVING FIRST ISSUE OF THE UPGRADED, CONSOLIDATED PUBLICATION

(LISBON 1548).

9. WASHINGTON AGENCIES ARE PLEASED THAT EMBASSY HAS ADOPTED THE CAP APPROACH TO COMMERCIAL PROGRAM PLANNING. SINCE LISBON IS ONE OF FIRST EUR POSTS TO DO SO, WCAG WOULD APPRECIATE EMBASSY'S EVALUATION OF ITS EXPERIENCE WITH THIS MANAGEMENT TOOL, HOPEFULLY TO INCLUDE SOME DISCUSSION OF THE ROLE OF A CAP IN HELPING CONSTITUENT POSTS TO CONCENTRATE THEIR COMMERCIAL EFFORTS ON PRIORITY ACTIVITIES. SEE IN THIS REGARD STATE A-1111, ENCLOSURE 1, SECTION 111.  
CHRISTOPHER

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ORIGIN EB-08

INFO OCT-01 EUR-12 ISO-00 /021 R

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DRAFTED BY: EB/OCA/CD:REDAY

APPROVED BY: EB/OCA/CD:REDAY

-----141433Z 065995 /45

R 140110Z APR 77

FM SECSTATE WASHDC

TO AMCONSUL OPORTO

UNCLAS STATE 072499

FOLLOWING REPEAT STATE 072499 SENT ACTION LISBON 02 APR 77

QUOTE UNCLAS STATE 072499

E.O. 11652: N/A

TAGS: BEXP, AFSP, PO

SUBJECT: FY 77 COMMERCIAL ACTION PROGRAM

REF: (A) 76 LISBON A-300; (B) STATE A-1111, (C) LISBON 1095; (D) LISBON 1548; (E) OPORTO A-4; (F) LISBON A-70

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CHRISTOPHER

UNQUOTE VANCE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Message ID:** d3828bab-c288-dd11-92da-001cc4696bcc  
**Office:** ORIGIN EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
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**Reference:** 76 LISBON A-300, 77 STATE A-1111, 77 LISBON 7  
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**SAS ID:** 2919257  
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**Subject:** FY 77 COMMERCIAL ACTION PROGRAM  
**TAGS:** BEXP, AFSP, PO  
**To:** LISBON  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/d3828bab-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009